



### Training board members to fundraise

Most board members don't have a background in fundraising. Yet they're expected to go out and raise money – often without any training.

Here are two practical ways to help them get up to speed on fundraising:

#### Practice the pitch

Have board members role-play with each other to practice their pitch. Once they feel comfortable doing it, videotape them.

For example, have two board members videotape each other. Then show the video at a board meeting so other members can see what they did well – and offer tips to enhance performance.

#### Compare results

Once board members have started asking donors for gifts, have them share their experiences with the board. What wording got the best results? What didn't quite work? The discussion can help everyone feel more comfortable making the ask.

For more ideas, go to: [www.nynp.biz/index.php/fundraising/47-board-fundraising-setting-the-stage-for-success](http://www.nynp.biz/index.php/fundraising/47-board-fundraising-setting-the-stage-for-success).

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Malvern, PA 19355  
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## PUBLIC VALUE PARTNERSHIPS

# “The Three Rs” at work in Montana

Public Value Partnership grants between Montana nonprofit arts organizations and the Montana Arts Council champion the fact that the arts are of benefit to all the citizens of Montana and are worthy of state and federal investment.

Public Value Partnerships utilize three tools we call “The Three Rs” to expand the public value of the work being done by Montana’s non-profit arts organizations:

- Building relationships;
- Creating greater relevance and meaning; and
- Establishing return on investment.

MAC believes that using “The Three Rs” strengthens participation, understanding and support from audiences, donors and funders. We’d like to share some of the best examples of these stories with you from 2012:



Participants gather in front of the Archie Bray studio building during the annual Bray Bash.

(Photo by J David)

### Building Relationships

**Archie Bray Foundation, Helena:** The Bray continues to utilize Facebook to connect with the greater ceramics community as well as engage with the audience in a more interactive manner. Through Facebook we have been able reach a greater audience and to connect with those who are not able to visit the grounds by sharing insights into the daily activities of the Bray through photos of residents working in the studio or exhibitions happening around the country.

For those who are a part of the local community, Facebook is a way for us to continue our connection with them and help them to stay in touch with things happening at the Bray. Through experimentation with different content posted on Facebook we have learned what our audience is most interested in.

Not only are we getting a better idea of what content appeals to our audiences, but we are also getting a feel for the timing that is most effective. It has been an interesting study over a period of time to see what content receives response and the correlation to timing in the day.

With this information we have been able to increase our following on Facebook by 1,162 likes since January 2012, and over 7 million

posts have been made from people sharing the Bray with their friends.

Rachel Hicks, director of programs and communications, is working with communications consultant Leanne Smith to create a more comprehensive communications plan for the future of the Bray. This plan will give us a strong base and help us to better communicate our mission and story.

Along with this strong base and a better understanding of our audience and what they want, we will be able to better segment our content and deliver what is relevant to our supporters.

### Creating Relevance

**Hamilton Players, Hamilton:** During the 2012 spring theater school we solicited essays and stories about personal and historical Bitterroot experiences from both the theater-school students and local middle school students.

The theater school students then took these essays and created monologues and short scenes from them. Performance of these scenes was the foundation of an original workshop production, celebrating local history called, “Voices of the Bitterroot.”

Students outside the program, whose essays were chosen, were invited as special guests to the production. This process created a dynamic relationship between the playhouse and the local middle schools as well

as our general community.

Sharing histories and stories strengthens the relationship the Hamilton Players have with patrons, participants and the community.

### Return on Investment

**Yellowstone Art Museum, Billings:** In May 2012, the YAM opened the new Charles M. Bair Family Gallery, which was created from the previous art storage area. Moving the collection to the Visible Vault in 2010 freed this high-value real estate in our main building; renovation took place winter and spring of 2012.

On opening day, over 300 people filled our spaces, delighted with the new gallery and its opening exhibition, which was drawn entirely from the permanent collections.

Every one of the featured speakers (John Jones, Moulton Law and the Charles M. Bair Family Trust; Billings Mayor Tom Hanel; Bill Kennedy, Yellowstone County Commissioner; Ted Lovce, YAM Expansion Campaign co-chair; and Linda Shelhamer, president of the YAM Board of Trustees) stressed in the most glowing terms the flagship role of the museum, its pres-



Students perform “Voices of the Bitterroot.”

(Photo by Tom Brader)

ence at the very heart of the cultural health of our community, and its ability to allow Billings to present extremely well and competitively in the bid to attract new business and new professionals to Billings and to Montana.

Mr. Kennedy brought with him as a distinguished guest the Ambassador for the Sultan of Brunei, who was in Billings in the context of building a formal relationship with the Billings-based colleges. These kinds of visitors will not be impressed by a town offering only shopping malls and casinos.

As Billings continues to benefit from the Bakken oil boom, cultural facilities like the Yellowstone Art Museum serve a role in establishing a quality of life that cannot be met in a boomtown; families live here while the wage-earner commutes up to the oil field. Families need the schools and cultural array that Billings uniquely offers in our state.

There are many other stories of our economic influence: as an example, take our exhibition of experimental architectural drawings that emphasized sustainable building strategies, which a local developer studied and parlayed into improved housing designs in his developments (Oakland Companies). Or, a medical facility that includes the YAM in its medical professional recruitment efforts, and succeeds in hiring top-rated professionals that contribute to the medical facility’s own high national rating (Billings Clinic).

The YAM’s leading role improves the state’s reputation among our national peers; our publicly accessible Visible Vault has been noted more than once as the single finest open storage space ever seen by peers and international travelers.



The Yellowstone Art Museum boasts prominent new entry signage. (Staff photo)

## STRATEGIC INVESTMENT GRANTS

# SIG awards for January-May

Organization/Individual	Project Title	Town	Awarded
Jane Latus Emmert	Wholesale Market Development & Show Attendance	Whitefish	\$1,000
Franco Littlelight Indian Shows & Entertainment	The Lodge of the Sun Chief	Hardin	\$1,000
Henneford Fine Furniture	Great Western Living and Design Exhibition	Lakeside	\$1,000
Leslie Millar	Professional Website Development	Missoula	\$993
Lava Jazz Pottery/Mimi Werner	Winter Exploration in Clay	Polson	\$1,000
Bat Honey Puppeteers	Squidbelly Puppet Show	Missoula	\$1,000
Billings Cultural Partners	Billings Cultural Partners Brochure	Helena	\$1,000
Joan Murray	Skip Whitcomb Plein Aire Painting Workshop	Bozeman	\$300
Whitefish Review	Luck & Literature	Whitefish	\$1,000
Shawna Moore Art	Online Encaustic Painting Tutorials	Whitefish	\$1,000
Lauren Grabelle	Review Santa Fe at Center	Bigfork	\$1,000
Bitterroot Performing Arts Council	Expanding Patron Involvement through Website Enhancement	Hamilton	\$1,000
Greg Jahn	Upgrade Kiln Shelves	Billings	\$794
Donald Gingras	Gingras Native American Art Website	Arlee	\$1,000
Melissa Henderson	Vermont Studio Center Residency	Missoula	\$1,000
Phoebe Toland	Holter Museum of Art Exhibition	Helena	\$967
Bat Honey Puppeteers	Squidbelly Puppet Show Summer 2013 Tour	Missoula	\$1,000